

Getting creative

In an effort to help prevent pollution from one of the most prevalent items clogging storm drains in LA County – cigarette butts – the County has teamed up with top rated hiphop radio station Power 106 FM to conduct special pollution prevention promotions during the Fall.

In addition to airing the County's new "Can It!" radio spot, the station will hold a series of special promotions in September, aptly called

"Bring Us Your Butts." The on-air promotion will feature DJ Joe Grande from the popular morning show Big Boy's Neighborhood who will describe the problem of cigarette litter and encourage listeners to collect as many butts as possible during a designated period and turn them in for a prize. A grand prize of concert

or amusement park tickets will be awarded to the listener who brings in the most "butts."

"Cigarette butts are one of the most problematic forms of pollution," said Melinda Barrett, Head of the Environmental Affairs Section of the

County of LA Dept. of Public Works.

"They're small and seem insignificant, but they add up to a huge problem. It's important that we try to reach smokers

in a way they can relate to. Collecting cigarette butts might seem like an unusual approach, but if it helps change the attitudes and behavior of this hard-to-reach audience, it makes sense."

Be sure to tune in to Power 106 this month and listen for the promotions. ♡



Community clean-up days planned

The goal of the County's stormwater pollution prevention campaign is a very simple one — to convince residents to modify their behavior to help reduce pollution. And one way to engage the community in thinking about and solving the issue of pollution is through organized clean up events.

"Our goal is to get the community involved and encourage residents to take ownership and responsibility for keeping their neighborhoods clean," said Melinda Barrett, Head of the Environmental Affairs Section. "Actually taking part in the clean-up process gives residents first-hand knowledge of how prevalent the pollution problem is and how rewarding individual responsibility can be."

The pilot program clean-up days are planned for October 11 and 18 in East Los Angeles and the City of Inglewood, respectively. During the events, volunteers will walk neighborhood streets and pick up unsightly litter and trash. All volunteers will receive a free t-shirt, refreshments, goodie bags and a certificate of appreciation for doing their part to improve the neighborhood. For information on the East LA event, please contact Maricela Cueva at 626.403.3200. For the Inglewood event, please contact Stephanie Wilson at 213.738.9240. ♡

County asks residents to 'Can It!'

As you know, the County has been conducting stormwater pollution prevention campaigns for the past seven years in order to address the serious issue of stormwater pollution in the region. Mandated by the National Pollutant Discharge Elimination System (NPDES) Permit, the County is not only charged with reducing the amount of pollution that enters the storm drain system, but also educating and encouraging local residents to take an active role in pollution prevention.

This month we launched our "Can It!" public education campaign, which targets the younger "Rubbish Rebel" demographic with a very direct message that reminds them to put trash in a trashcan, rather than in the street. The objective of the "Can It!" message is to give the public a direct call to action about solving the pollution problem. We've moved past creating awareness about the issue — most know the ugly and harmful effects of litter — now we want residents to change their polluting behaviors. "Can It!" is a very simple solution to a very serious problem. In addition to our campaign, the State Water Resource Control Board, the City of Los Angeles and the California Department of Transportation are also conducting simultaneous public education campaigns in the LA region. Each of these campaigns will work separately to attack the problem in a variety of ways, with the overall goal of engaging the public in reducing stormwater pollution in LA County.

We are proud to work with our City partners and alongside these other campaigns to make a measurable impact on local pollution. It is our hope that through our collective efforts, residents and visitors to LA County will make a personal commitment to care for our communities and to return our local neighborhoods, rivers and beaches to health. ♡

*Don Wolfe, Chief Deputy Director
County of Los Angeles Department of Public Works*

Please submit articles or event information four weeks in advance to Amanda Dicke at amanda.dicke@ogilvypr.com
For info call 1 (888) CLEAN LA

September 13th
9 am - 11 am

9 am - 3 pm

September 14th
9 am - 3 pm

September 20th
9 am - 11 am

9 am - 3 pm
9 am - 2 pm

September 27th
9 am - 11 am

9 am - 3 pm

Smart Gardening Workshops

Arcadia - LA County Botanic Garden - 301 N. Baldwin Ave.
Covina - Charter Oak Park - 20261 Covina Blvd.

Household Hazardous Waste Collection Events

Burbank - Fire Department Training Center - 1845 Ontario St.
Granada Hills - Sponsored by the City of Los Angeles - John F. Kennedy High School - 11254 Gothic Ave., Parking Lot

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Smart Gardening Workshops

Rowland Heights - Peter F. Schabarum Park - 17250 E. Colima Rd.
Whittier - Sorensen Park - 11419 Rose Hedge Dr.

Household Hazardous Waste Collection Events

Alhambra - County of LA Department of Public Works Headquarters - 900 S. Fremont Ave.
South Pasadena - South Pasadena Unified School District Headquarters - Parking Lot on Diamond Ave. and Mission St.

Smart Gardening Workshops

Monterey Park - Garvey Park Ranch Park - 781 S. Orange Ave.
Palos Verdes Peninsula - South Coast Botanic Garden - 26300 Crenshaw Blvd.

Household Hazardous Waste Collection Events

Covina - Wal-Mart - Overflow parking lot, 1275 Azusa Ave. (just south of Arrow Highway)
Huntington Park - City of Huntington Park City Yard - 6900 Bissell St.

*If you would like to receive this newsletter
via email, please send your email address to
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